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Preparation Summary

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SUMMARY

There is confusion regarding the different perspectives on change in the industry. Many other areas of the leisure industry have also gone through this type of evolutionary process. It has been good for each phase of the leisure industry because of the infusion of ideas and the eventual adoption, diffusion of new techniques and methods, and growth of the industry. Everyone can see the opportunities but the primary question is: "how to develop these opportunities and what approaches to use?" and "what will be the most successful line of development?" The two threads that hold the greatest implications for future development are: (1) the processes of understanding must be client oriented and interdisciplinary and (2) business skills are paramount to successful operation. It is important to understand sport in terms of the uniquenesses and particular business principles that apply to a sport industry because of form and content.
